

Message Text

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PAGE 01 TOKYO 07088 211945Z

ACTION EA-12

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TO USDOC WASHDC PRIORITY

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USDOC FOR USTS

E.O.11652: N/A

TAGS: ETRD

SUBJECT: JAPAN AIR LINES VISIT USA PROMOTION

JW-8-387 FOR MFO AND SCHMITZ.

MR. KENJI KOSAKA, ASST MANAGER-ADVERTISING AND SALES
PROMOTION OF JAPAN AIR LINES, WILL BE IN NYC WEEK OF
APRIL 24. HE HAS VISITED USTS/TYO AND DISCUSSED JAL
PLANS FOR A MAMMOTH VISIT USA PROMOTION TO TAKE PLACE
THIS SUMMER AND FALL. WHILE MR. KOSAKA IS IN THE U.S.,
HE DESIRES TO VISIT USTS/HQ TO MEET WITH SCHMITZ AND
APPROPRIATE HEADQUARTERS PERSONNEL TO DISCUSS THESE
PLANS AND SEEK POSSIBLE USTS SUPPORT. MR. KOSAKA WILL
FLY TO WASHINGTON ON WEDNESDAY APRIL 26 AT TIME
DESIGNATED BY YOU AND DESIRES ONE TO TWO HOURS OF YOUR
TIME. MR. KOSAKA WILL CALL YOU ON MONDAY THE 24TH TO
SET UP DEFINITE APPOINTMENT, AND CAN BE REACHED AT
(212) 758-8850, C/O MIKE NAGAI, JAL/NYC REGIONAL VICE
PRESIDENT'S OFFICE.

JAL STRONGLY REQUESTS USTS SUPPORT IN THEIR PROMOTIONAL
EFFORTS, STATING THAT A PROGRAM SUCH AS THEY HAVE IN MIND
CANNOT BE REALIZED WITHOUT USTS ASSISTANCE. WE AGREE
THAT AN ALL-OUT VISIT USA PROMOTIONAL PROGRAM MOUNTED BY
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JAPAN'S NATIONAL CARRIER IN COOPERATION WITH USTS WILL
RESULT IN GREATLY INCREASED JAPANESE PUBLIC AWARENESS OF
THE USA AS A PRIME TOURIST DESTINATION AND HOPE THAT YOU
WILL MAKE EVERY EFFORT TO MEET WITH MR. KOSAKA TO OBTAIN
FIRSTHAND INFORMATION ON THEIR PLANS. MANSFIELD

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Message Attributes

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